

Atty Docket No.: GBTV 1001-1

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/Nicole Pannoni/
Nicole Pannoni

W/RCE
10/8/09
JW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: David Baran et al.

Application No.: 10/796,909

Confirmation No.: 1626

Filed: 10 March 2004

Title: SYSTEM AND METHOD FOR
INDIVIDUALIZING TV PROGRAMMING
CHOICES

Group Art Unit: 2427

Examiner: Mark P. Stanley

CUSTOMER NO.: 22470

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION MAILED 10 JULY 2009

Sir:

In response to the Final Office Action mailed 10 July 2009, Applicants request entry of the following amendments and consideration of the following remarks.

The Claims and their current status are reflected beginning on page 2.

Remarks begin on page 5.